(c) whether Madhya Pradesh will also be included in it; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) The promotion of Indian tourism is an ongoing process, which involves development of tourist facilities of high world class quality. The Ministry of Tourism has already undertaken a branding exercise to communicate one clear image of India across the globe through its print, electronic and outdoor media.

(b) to (d) The various promotional efforts of the Ministry of Tourism motivate the tourists to visit the various tourist destinations, including those of Madhya Pradesh, through travel packages offered by the Tourism Industry.

Tourism potential

711. SHRI N.R. GOVINDARAJAR: Will the Minister of TOURISM be pleased to state:

(a) whether only a few States have been able to tap the immense tourism potential in the country;

(b) if so, the details thereof;

(c) whether Government have any new schemes to attract doemestic/ foreign tourists;

(d) if so, the details thereof; State-wise; and

(e) the steps taken by Government to raise the standard of tourism to world class?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) With India's vast bounties of nature; its great treasures of art, architecture and philosophical thought; its rich cultural heritage; its rural countryside and wildlife, and practices of Yoga, Siddha, etc. spread mong different States, there is immense tourism potential to tap in almost all the States. State-wise details od domestic and foreign tourist visits for the years 2002, 2003 and 2004 are given in the enclosed Statement (*See* below).

(c) and (d) In order to develop tourist infrastructure in the country during the 10th Plan, the Government is implementing mainly the schemes *viz.* (i) Integrated Development of tourist Circuits; (ii) Product/Infrastructure and Destination Development; and (iii) Assistance for Large Revenue Generating Projects, under which financial assistance is given to States/ UTs. There are no State-wise schemes implemented by the Ministry.

(e) In order to raise the standard of tourism and to attract foreign and domestic tourists, a number of steps have been taken by the Government which include:

- Focusing on growth of hotel infrastructure particularly budget hotels;
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;
- Direct approach to the consumers through Electronic and print media through the "Incredible India" Campaign;
- Creation of World Class Collaterals;
- Centralized Electronic Media Campaign;
- Direct co-operative marketing with tour operators and wholesalers overseas;
- Greater focus in the emerging markets, particularly in the region of China, North East Asia and South East Asia;
- Participation in Trade Fairs & Exhibitions;
- Optimizing Editorial PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications;
- Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products; and
- Launching of Road Shows in key source markets of Europe.

Statement

State-wise total domestic & foreign tourist visits

Sl. No.	State/U.T.	2002	2003	2004
1	2	3	4	5
1	Andhra Pradesh	60697680	74618047	89941291
2	Arunachal Pradesh	4559	2318	5009
3	Assam	1960324	2163285	2295378
4	Bihar	6973080	6105530	8135574
5	Goa	1596941	2039497	2448959
6	Gujarat	5769473	7678013	7769550
7	Haryana	6512044	5988177	5465252
8	Himachal Pradesh	5103300	5711316	6549413
9	Jammu & Kashmir	4578404	5773176	6921715
10	Karnataka	8738215	11425200	27724403
11	Kerala	5800820	6165849	6317728
12	Madhya Pradesh	4970561	6060997	8764821
13	Maharashtra*	10571462	12259450	14610594
14	Manipur	89854	93180	93725
15	Meghalaya	271755	378257	445902
16	Mizoram	29676	35408	38924
17	Nagaland*	14920	6348	11140
18	Orissa	3312484	3726265	4154353
19	Punjab	325462	1154604	368880
20	Rajasthan	8728627	13173695	17005668
21	Sikkim	167908	191627	245365
22	Tamil Nadu	40677201	41114564	43337850
23	Tripura	263188	260527	264078
24	Uttaranchal	10651574	10890469	11783455

1	2	3	4	5
25	Uttar Pradesh	72200000	80837000	89334000
26	Chhattisgarh	1059558	1257557	1900200
27	Jharkhand	315378	401565	465861
28	West Bengal	9373598	12006220	13156083
29	Andaman & Nicobar	95730	89968	109582
30	Chandigarh	568654	584316	615585
31	Daman & Diu	602018	451099	403911
32	Delhi*	1771095	2124373	2706126
33	Dadra & Nagar Haveli	452302	447961	532184
34	Lakshadweep	7085	5286	5174
35	Pondicherry	500616	525670	590498
	TOTAL	274755546	315746814	374518231

*Figures are estimated.

Increase in tourism in the country

†712. SHRIMATI PREMA CARIAPPA:
SHRI MOTILAL VORA:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that Kondey Nast Traveller' and TTG Travel has put India in the category of the five premier tourist centres and on account of this there is likelihood of increase in tourism in the country;

(b) if so, the total number of tourists visited India during the last year and the number of tourists likely to visit in the current year;

(c) whether Goverment are making any special arrangement for providing more facilities to the tourists and their protection;

†Original notice of the question was received in Hindi.